

## Concept. PROPOSAL

An Interior Design Concept Proposal exploring an innovative research-based methodology for Intangible Heritage projects, with a primary focus on collaborative thinking and immersion in community spaces.

### PROJECT OBJECTIVES :

To create a replicable intangible heritage framework, providing an easy to follow guide that will produce unique and historically relevant design outcomes.

### TARGET AUDIENCE :

Professionals and designers that are involved in heritage projects.

Guardians and private owners of Heritage assets.

### KEY MESSAGE :

That anybody can create relevant and appropriate heritage design concepts that positively serves the community when appropriate research methodologies

are followed.

### DELIVERABLES AND FORMAT :

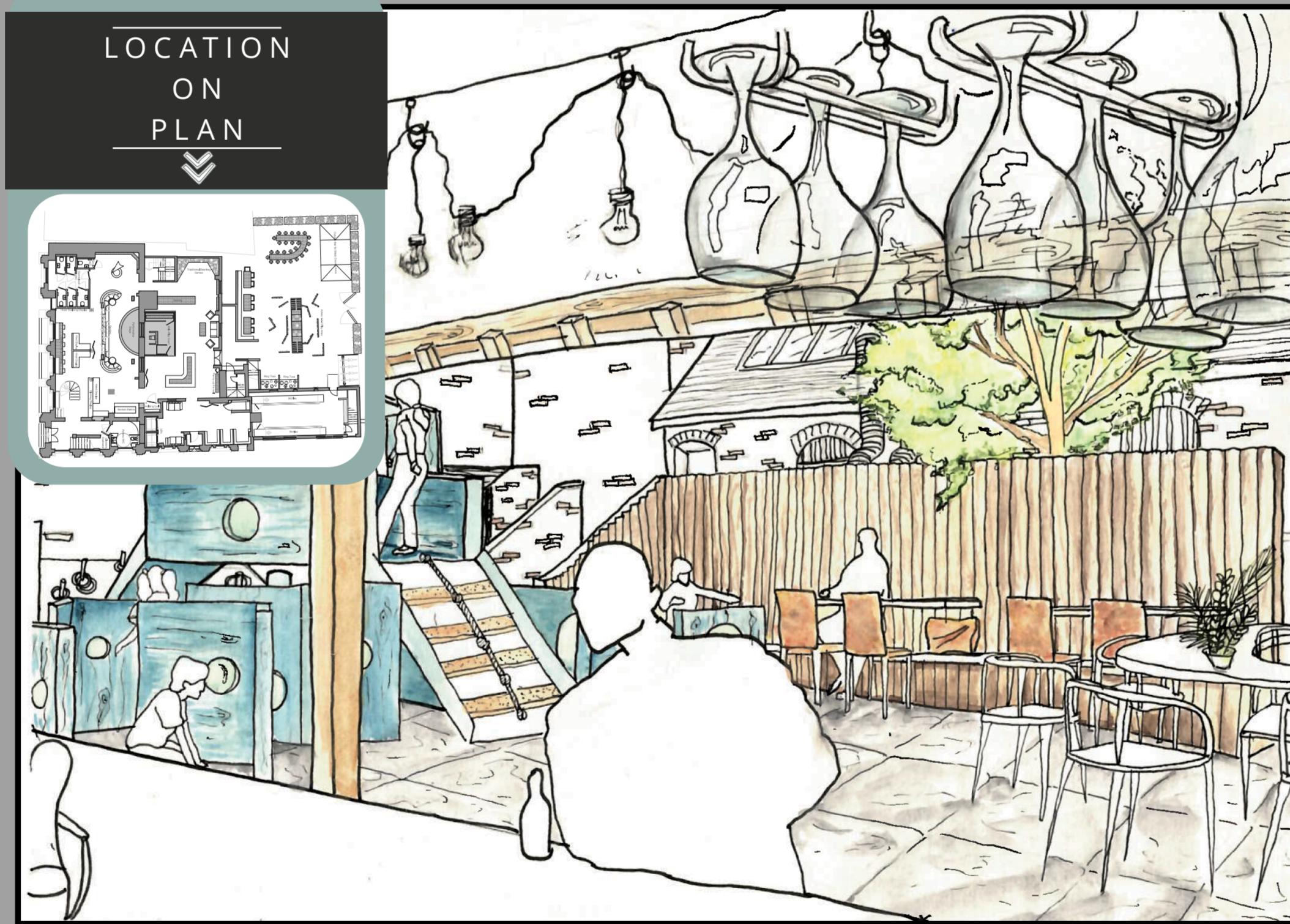
A complete design framework.

An example of application to a heritage site design proposal.

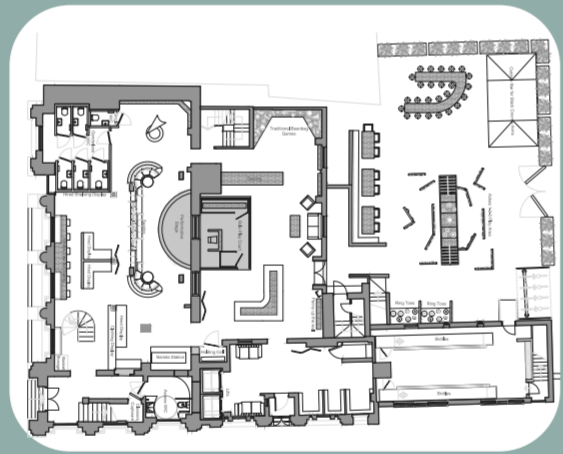
## PROJECT DESCRIPTION

In-Tangible draws inspiration from the **fundamental values** that have influenced the people of Walsall, aiming to craft a **thoughtful, community-centered design** proposal situated at the Grade II\* Listed building "The Guildhall." Through thorough research, a cohesive market plan emerged, **blending users and market vendors** with family games and entertainment that **reconnects** individuals with their surroundings and their fellow neighbour. By integrating local materials, design elements, and site characteristics to establish a **warm and inviting ambiance** that **revives cultural identity** and instils locals with a sense of **pride in their heritage and roots**.

The process began with **intensive research** into local histories and **active engagement** with community spaces, facilitating **meaningful conversations** with future users and **collaboration with professionals** from **various disciplines**. This approach balanced the needs of users, historical relevance, industry trends, community impact, and future viability to create **innovative and bespoke** interior interventions that give users a **multisensorial, evocative experience** that **breaks barriers** and ignites **community engagement and support**.



LOCATION  
ON  
PLAN

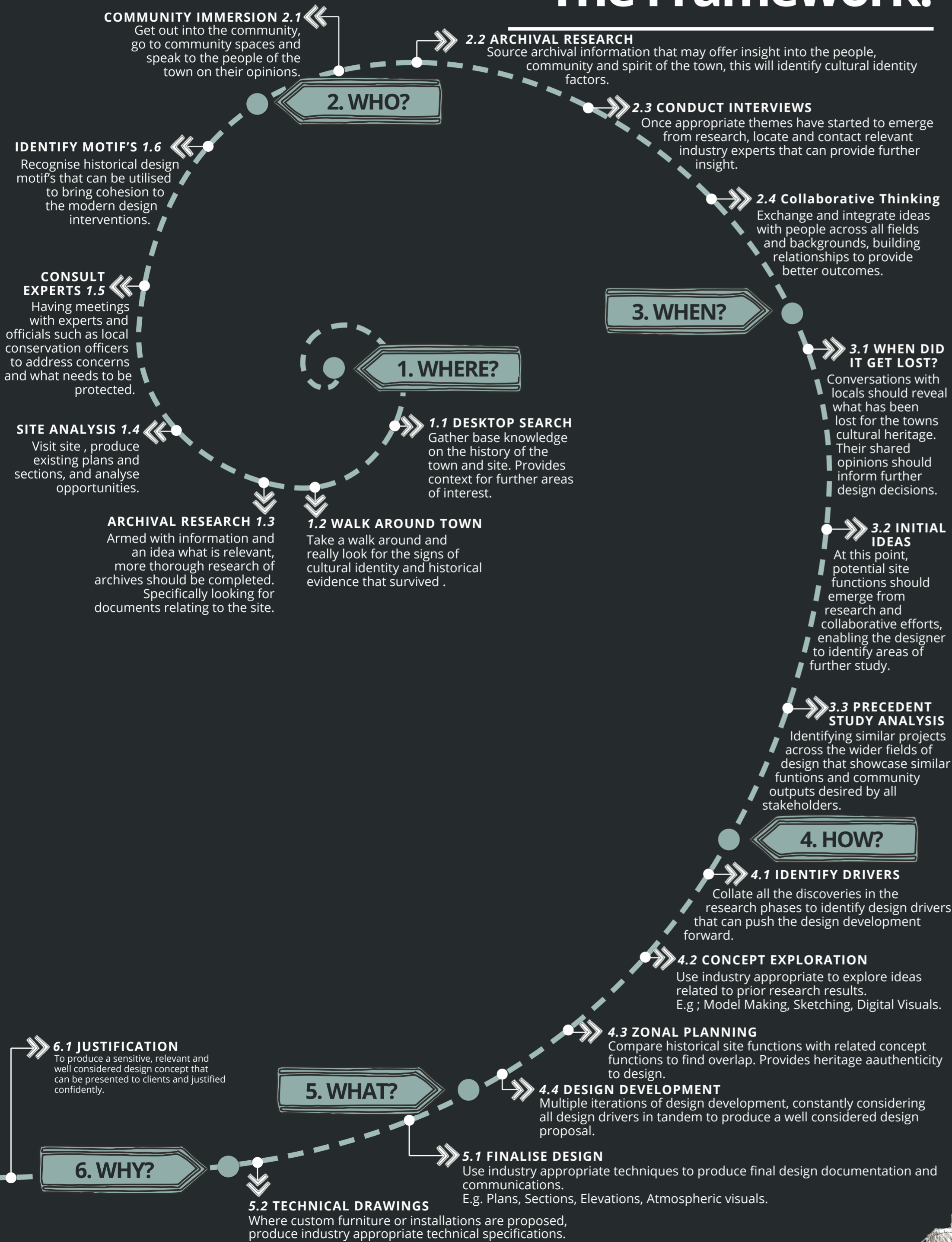


Hero Image: Hand drawn watercolour perspective of Courtyard Design

A community-focused space that restores the lost connection between the site and the neighboring public house. This area promotes playfulness and unity by offering free family activities that educate visitors about local historic games, featuring a custom-designed play area specifically targeting the Black Country game, Ackee 1-2-3.



# The Framework.



# WHERE?

The Guildhall - Walsall, West Midlands

## CONCEPT VISUAL



Have you ever felt that childlike wonder at the world around you? Surrounded by echoes of a past indecipherable through juvenile eyes: a monument to a soldier, a nurse whose name is as familiar as one's own, a hand cradling a metal saddle protruding from the ground as if held by a giant frozen in time. Only their aura of significance guides as the streets, more well-trodden than realized, are traversed.

The instinct to unravel the environment that nurtures us as we grow is almost innate. Sleepy little British towns, left behind and forgotten as neighboring cities rise ominously to engulf them in their shadows, exemplify this. Walsall Town serves as a prime example, a town seen deteriorating over the years. With over 200 years of personal family history rooted here, questions arose about the disappearance

of the town's pride and the souring of public opinion. Seeking answers, the goal became clear: to bring pride through heritage education, collaboration, community involvement, and economic improvement. The chosen site for this endeavor is the Grade II\* Listed building at the heart of the community, The Guildhall.

## THE GUILDHALL WALSALL



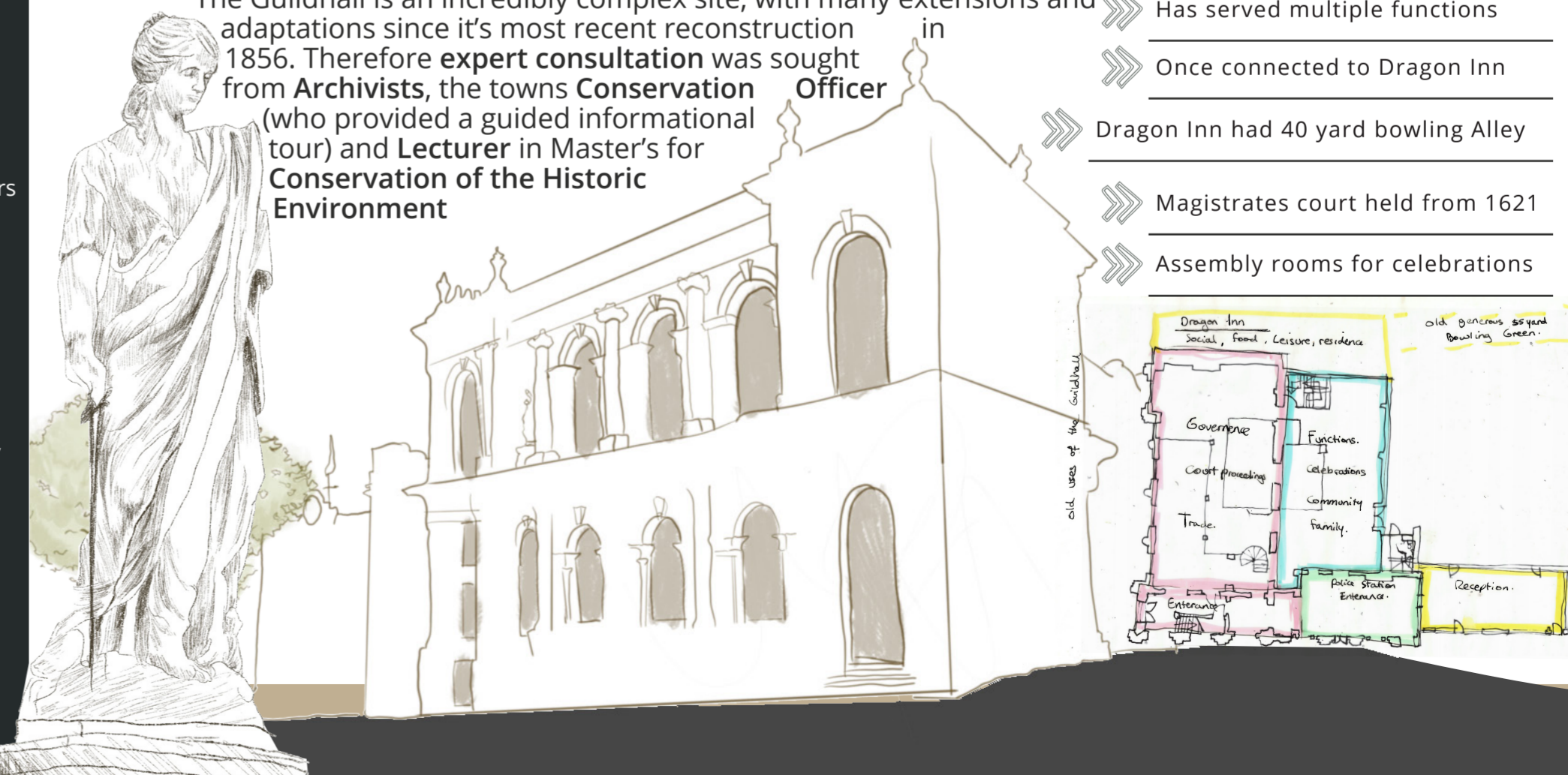
Walsall's Conservation Officer: Devinder Meetharu

### Key Points

- » Guildhall Grade II\*
- » May have existed since 1200's
- » Example of early governance
- » Has been rebuilt many times
- » Has served multiple functions
- » Once connected to Dragon Inn
- » Dragon Inn had 40 yard bowling Alley
- » Magistrates court held from 1621
- » Assembly rooms for celebrations

## Conultee's

The Guildhall is an incredibly complex site, with many extensions and adaptations since it's most recent reconstruction in 1856. Therefore expert consultation was sought from Archivists, the towns Conservation Officer (who provided a guided informational tour) and Lecturer in Master's for Conservation of the Historic Environment





# WHO?

## COMMUNITY COLLABORATION

Listening to community ideas, values and needs was imperative to the development of the project. The designer took every opportunity to engage with members of the public to gather perspectives and insight broader than a lone effort could offer.



# WHEN?

## THE FORGOTTEN SENSE

Emotion (or intuition) plays an important role in shopping behaviour. "It is important for retailers to create atmospherics that impact the thoughts and feelings of consumers" (Rayburn and Voss, 2013).

A holistic approach to the design of a retail space is imperative, as the users will experience the space in its entirety, and this is why a strong design narrative can make the difference between a space, and a **place to be**.

Gone are the days where some shelves with clearly

displayed products was enough to make sales. Especially among young adults and the next generation of shoppers, who have become so deeply accustomed to the accessibility and ease afforded by the online shopping boom. That is why the impetus of the designer is to offer users all of the benefits that online shopping allows, and take it a step further with interpersonal and multisensorial experiences.

Doncaster Wool Market holds many similarities to the intentions for The Guildhall; the building dates back to 1868 but has been there much longer. It was established as a major trading route from its connection to a major Roman road, and aimed to create an entertainment and community focused indoor market venue.

# THE MARKET

Informed by the sites history in commerce oversight

## Conultee's

Course director, lead lecturer and actively working professional in Architecture and Design guided throughout. One of the lecturers designs was a Service Station Farmers Market that was related to this project's concept.



“DONCASTER IS MORE OF AN EVENT. YOU CAN GO THERE DURING THE DAY OR IN THE EVENING TO MEET, EAT AND SOCIALISE, AS WELL AS SHOP”

- Visiting Community Spaces -  
Community Cafe - Walsall

## Conultee's



Geoff Henderson of Urban Hax is an outstanding example of the thriving creative industries and desire to craft that still flows through the veins of Walsall residents. Henderson shares a deep passion for the reclamation of cultural heritage identity, and as a stake-holder in the active Guildhall development, provided invaluable knowledge sharing. Henderson generously offered this designer the opportunity to support the live project development and influenced the creative industry inclusion in this project proposal.



Saddlery is a long honoured industry, taking its primary seat in the town for generations. Consulting on this; the traditional Saddler Shawn Selvey - born and living in Walsall - provided great insight into the intricate process of the craft, leading to correlations and inspiration for design ideas. Fascinated by some correlations between saddle-making and interior design considerations; connectivity became a leading influence on the design development. Focusing on meeting multiple user needs, alike that between a horse and rider.

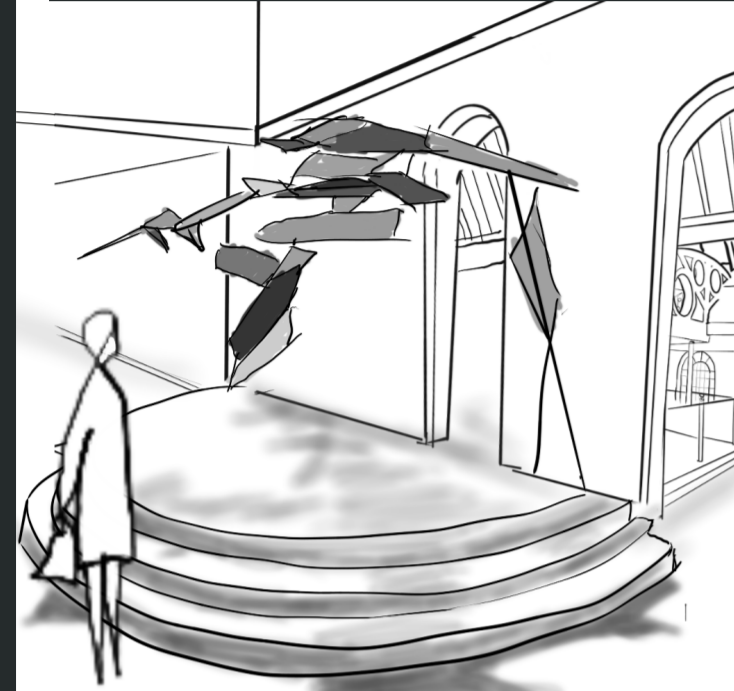


89% of consumers believe small businesses contribute to local economy (Cummins, 2015)

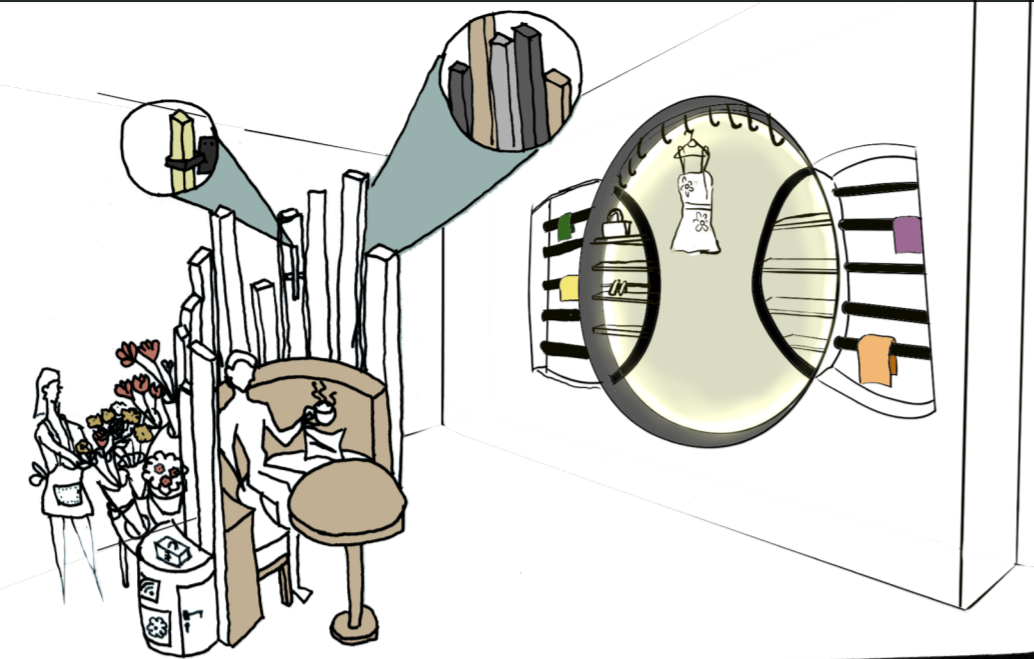


# HOW?

Design Development

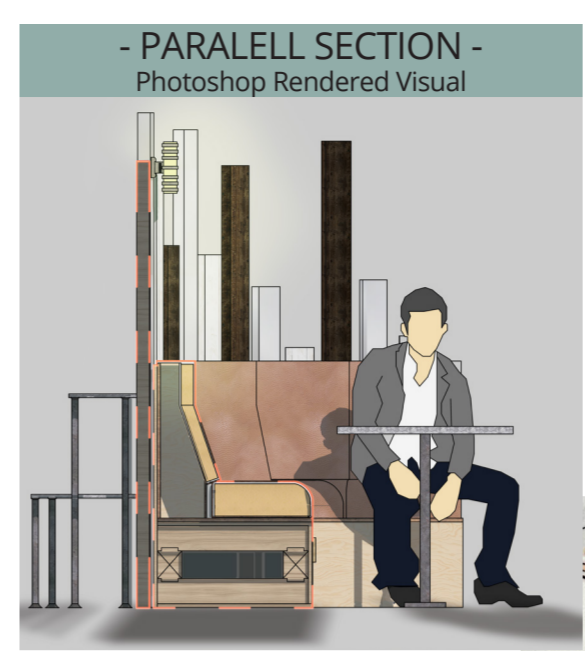
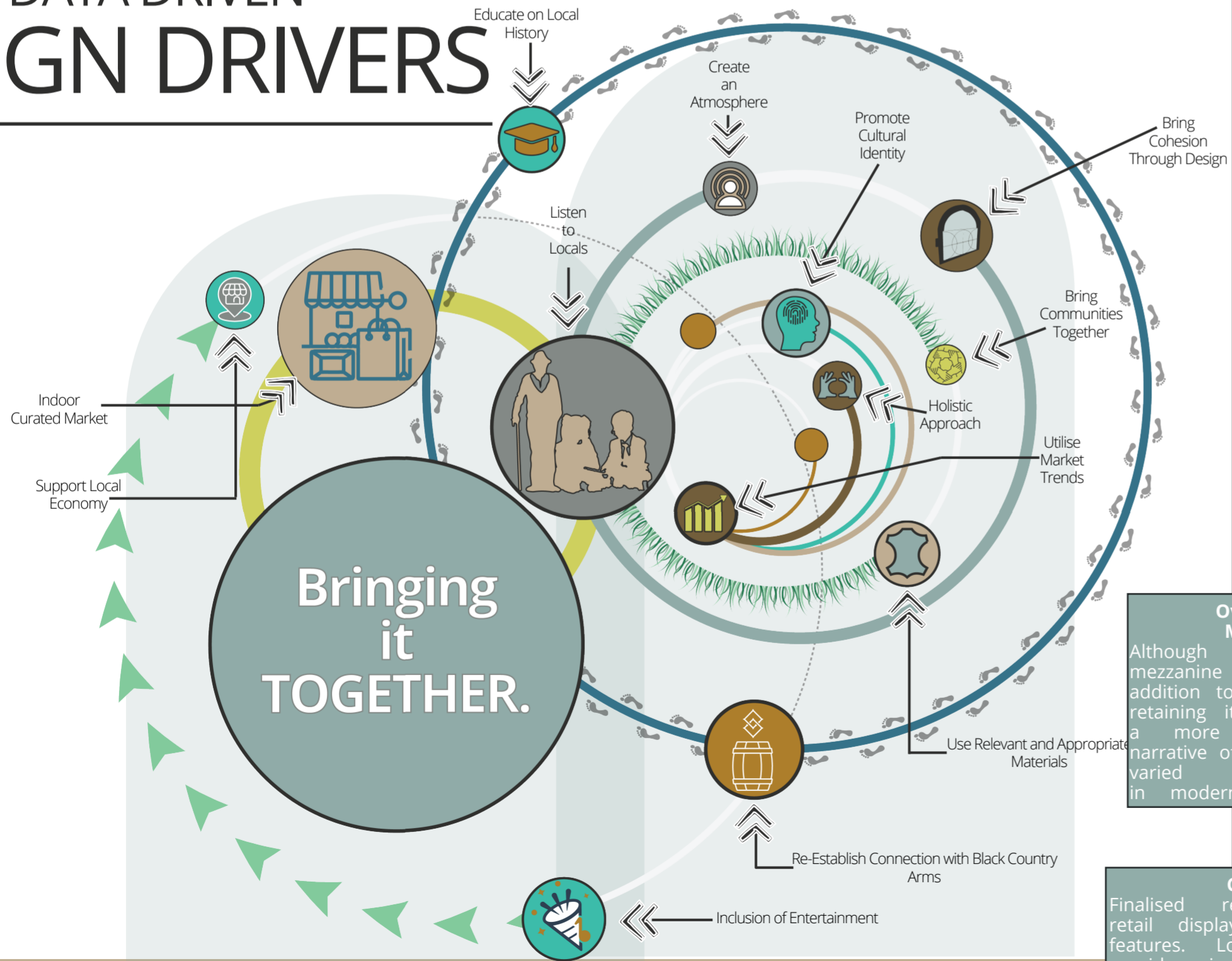


- SKETCH OF STAGE AREA -  
Based off concept model



CONCEPT SECTION SKETCH

# DATA DRIVEN DESIGN DRIVERS

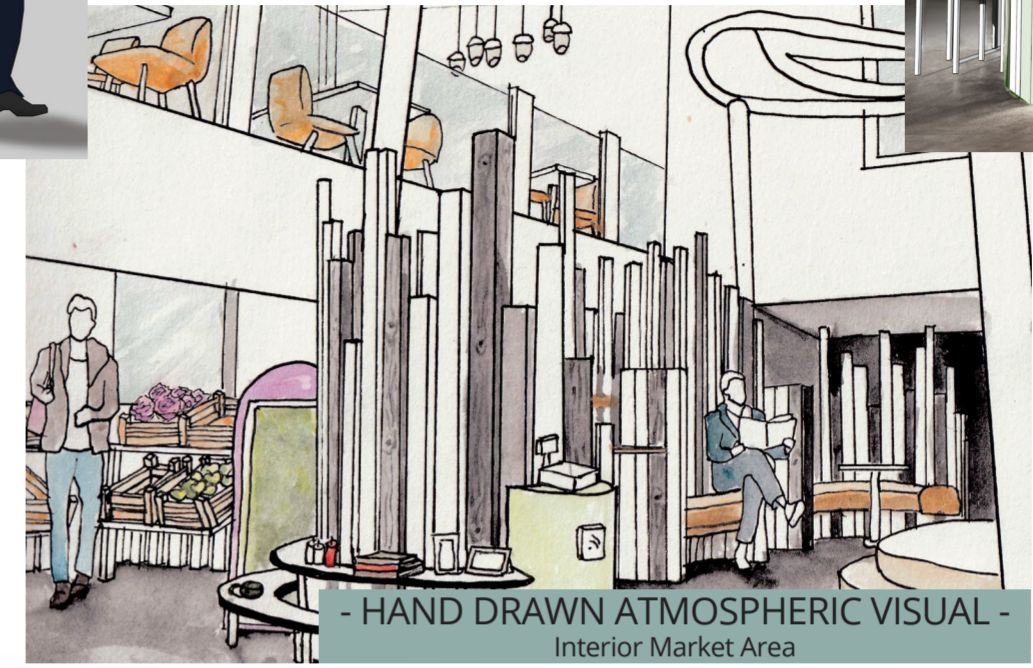


- PARALELL SECTION -  
Photoshop Rendered Visual

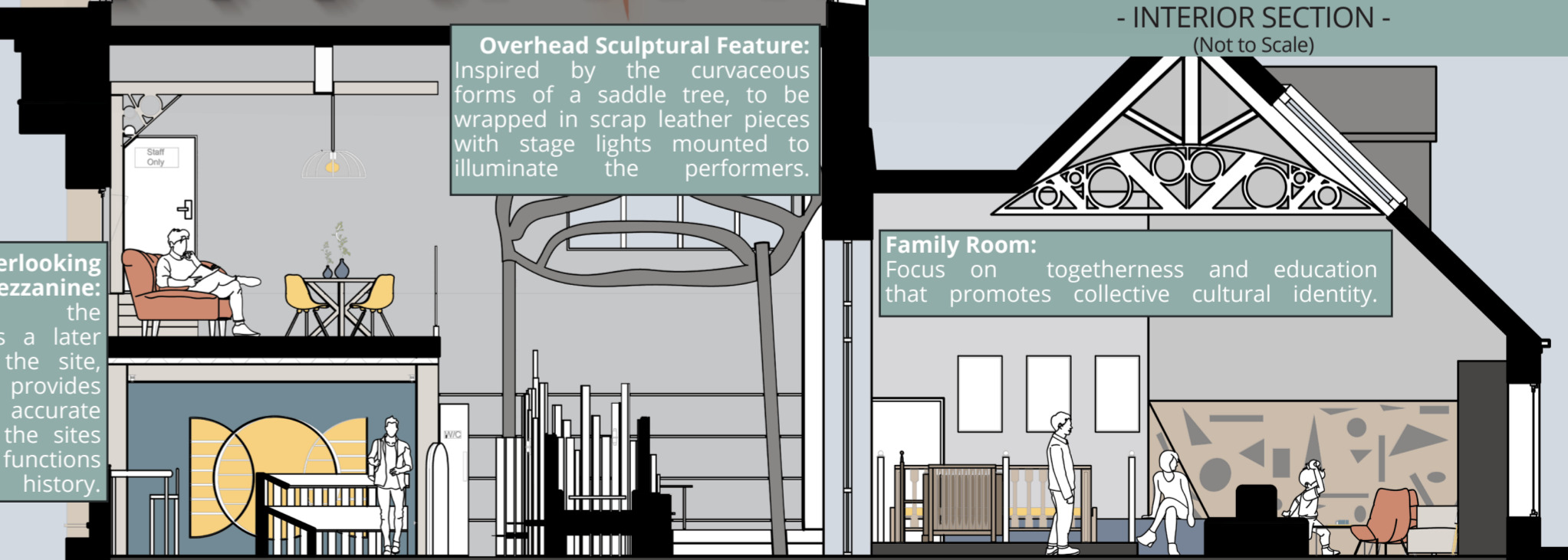
# WHAT?



- PERSPECTIVE SECTION -  
Photoshop Rendered Visual



- HAND DRAWN ATMOSPHERIC VISUAL -  
Interior Market Area



- INTERIOR SECTION -  
(Not to Scale)

**Overlooking Mezzanine:** Although the mezzanine is a later addition to the site retaining it provides a more accurate narrative of the sites varied functions in modern history.

**Overhead Sculptural Feature:** Inspired by the curvaceous forms of a saddle tree, to be wrapped in scrap leather pieces with stage lights mounted to illuminate the performers.

**Family Room:** Focus on togetherness and education that promotes collective cultural identity.

**Custom Retail Display:** Finalised retail multifunctional retail display inspired by site features. Lower level shelves provide increased accessibility.

**Produce Display:** Fresh produce vendors are a popular offering on Walsall's Outdoor Market. Providing specific display space for fresh locally sourced food is true to Walsall's agricultural past and supports local economy and sustainability.



